

Five Zones of Temperature Provided In New Frigidaires

In the earlier days of development of ways and means for proper preservation of food, a refrigerator, to the average person, was just a refrigerator, a cabinet which was kept cool and in which food was to be placed. The only requirement was that it be cool. In most cases it seemed to make little difference just how cool, so long as it "felt" cool to the hand of the user. In a rather vague way it was understood that food kept better in cold storage, but no specific temperatures were adopted as standard in home refrigerators with the result that few people ever considered temperatures in connection with food compartments.

Later research in the matter of food preservation in the home has established specific temperature ranges in which various types of food are best kept, most of them in temperatures under 50 degrees, a figure not easily kept with many of the older types of refrigerators.

With the advent of electric refrigeration the problem of maintaining temperatures below 50 degrees was more easily solved, but in the meantime the experiments with food handling clearly indicated that a number of advantages were potentially available if different conditions in the same cabinet could be established. This was due to the fact that various articles of food require, for best results, specific temperatures and conditions of humidity.

An example of how this broader problem was ultimately worked out can be cited in the 1935 models of Frigidaires.

"In our new Frigidaire models," said H. M. Abramson, manager of the Star Furniture Company, local dealers, "we provide five separate conditions for storage of food. These consist of a fast freezing zone where ice cubes and desserts may be frozen quickly; a frozen storage compartment, where desserts may be kept in storage and other foods such as folded meats may be stored and properly conditioned; an extra-cold zone where ice cubes may be stored or other foods such as lamb chops may be kept in ideal condition; a moist compartment called the Frigidaire Hydrator, where all types of vegetables are kept cold and at the same time kept fresh with necessary moisture, and final-

Rural Route In Lomita Extended

Postmaster Birda Paddock, of Lomita, received word from the postmaster general at Washington yesterday, that rural carrier service out of the Lomita office on Route No. 1 has been extended two miles from Lomita and 256th street south across the state highway into the Palos Verdes foothills, taking in the extensions of Cypress, Pennsylvania and Hillsworth avenues. Seventy families will be accommodated by the change.

Hospital Notes

Lyle Ingold, son of Dr. and Mrs. C. F. Ingold, 1402 Acacia, was operated for the removal of tonsils and is making a good recovery.

Mrs. Edith Harris, 1146 West 163rd street, Gardena, entered July 21 for observation and treatment.

Mrs. Josie Hemby, 539 South Elana, Redondo Beach, entered July 20 for observation.

Births

To Mr. and Mrs. Arthur Gregory, Manhattan Beach, a girl, July 22.
To Mr. and Mrs. Conrad Wilkin, 3154 229th street, Torrance, a boy, July 18.

ly, normal storage where all other types of food not requiring special conditions for best results are kept.

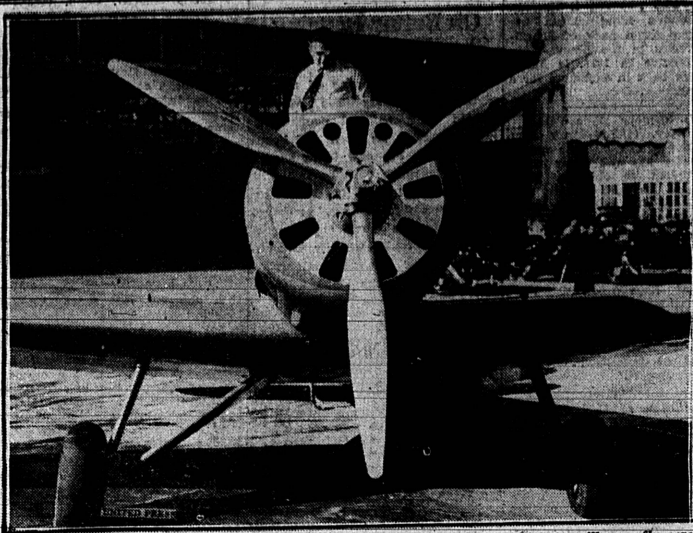
"With these five kinds of cold in one Frigidaire cabinet, almost every kind of food that man desires, cannot only be protected against spoilage, but can actually be so conditioned or matured as the case may be, that flavor and taste are greatly improved. And being automatic, and with plenty of refrigeration power, Frigidaire does these things even in the hottest weather."



A POPULAR GIRL will be a popular girl—anywhere. But the telephone in her home certainly adds a lot to her good times. Young people appreciate a telephone. Just ask them.

SOUTHERN CALIFORNIA TELEPHONE COMPANY
1266 Sartori Avenue Telephone 4600

Wiley Post Ready For Hop Across the Pacific



Wiley Post, noted flyer, stands in the cockpit of his newest monoplane, with which he will soon fly across the Pacific to Siberia and Moscow on a tiger-hunting expedition. It was rumored that Will Rogers, noted humorist, might accompany the intrepid flyer.

Congressional Party Visits Boulder Dam and Lake



The congressional party now visiting the West Coast is being shown Boulder Dam and Boulder Lake by Government and Six Companies officials. The congressmen, on an inspection trip from Washington, are members of the appropriations committee and the naval affairs committee. Included in the photo above are the following congressmen: Cary (Ky.), Scrugham (Nev.), Sears (Fla.), Burnham (Cal.), Higgins (Conn.), Macs (Maine), McGrath (Cal.), O'Connell (R. L.), Darden (Va.), Scott (Cal.) and Sutphin (N. J.).

Revised Old Age State Pension Bill Takes Effect September 15

SACRAMENTO, (U.P.)—Approval by Gov. Frank F. Merriam of one of the outstanding pieces of social legislation has given California what proponents claim is the most liberal old age pension law in the United States.

Increased pensions, reduced residence requirements, a lower age limit and increased allowance in possession of personal property were provisions of the Hornblower bill which are expected to aid California's needy aged.

Pensions under the old law averaged about \$20 a month, according to state officials, with a maximum of \$30 allowable. The new act allows a maximum of \$35 a month and a minimum of \$20.

Residence requirements will be reduced from 15 to 5 years, and the minimum age limit was made 65 years instead of 70. The applicant may possess at least \$500 in personal property instead of \$300 as under the old act. There is no longer the provision that the applicant must declare himself a pauper to be eligible for state aid.

Under the old act, property held by the applicant was transferred to the county board of supervisors as indemnity against the advancement of funds. The new act merely gives the board a lien on the property, thus protecting both parties.

"Under the present law, a person can be granted aid only when he ceases to become an inmate of an institution where he might be confined," William Hornblower, San Francisco assemblyman pointed out in explaining the bill. "Now, he may be permitted to receive aid while in an institution, so that when he leaves he will have sufficient funds to take care of himself."

The state is given absolute jurisdiction in the administration of pensions through the counties, Hornblower said. This will prevent local social service bureaus from arbitrarily reducing the amount allowed by the state department, he explained. State officials will be prepared to accept applications on September 15, when the new act takes effect. The residence requirement, however, remains 15 years until such time as federal aid is authorized.

Admiral Byrd Is To Tell Story of Antarctic Trip



Intrepid Explorer

LOS ANGELES.—First Southland appearance of Rear Admiral Richard E. Byrd since his return from his last expedition into the Antarctic, will be on the 1935-36 series of The Pacific Geographic Society in Civic Auditorium, Pasadena, and in Shrine Auditorium, Los Angeles, according to announcement made from the society's headquarters in the Chamber of Commerce building. The organization is a non-profit group.

Admiral Byrd will lecture on his experiences and exhibit amazing motion pictures taken on the expedition when he appears here. It was announced. Rear Admiral Byrd returned to the United States in May, bringing copious records, data and specimens of unusual scientific interest which will be studied and analyzed. Since his return Admiral Byrd has revealed many interesting things discovered during his solitary vigil in a shack 125 miles from the main base of operations.

Meteors falling by the thousands, unusual formations of polar lights, discovery of forms of life within one hundred and eighty miles of the pole, and revelation of vast deposits of valuable minerals are highlights of the expedition which will be revealed in his lecture and motion pictures when he appears locally during the coming season. Offices of The Pacific Geographic Society are in the Chamber of Commerce building, Los Angeles.

Pioneer Couple Honored

STROMSBURG, Neb. (U.P.)—Honoring the memory of two Stromsburg pioneers, a granite marker has been unveiled here to Mr. and Mrs. John B. Buckley.

STANDARD PENN now offered by ALL DEALERS

The Standard Oil Company of California is launching a wide-spread motor oil campaign in western newspapers to inform Pacific coast motorists that Standard Penn is now available everywhere at Standard oil dealers.

Sales records established for this product since its introduction three years ago at Standard Stations, Inc., prompted the company to make the following announcement in its opening advertisement:

"For three years increasing thousands of motorists have been changing over to this superb oil—buying it at Standard Stations,

Inc., and their authorized distributors.

"Now Standard Penn spreads its wings. We are now placing it on sale with thousands of Standard Oil Dealers everywhere."

Besides supporting its dealers with an advertising campaign in 400 newspapers on the Pacific coast, the company is offering its dealers point-of-sale tie-ups in the form of window posters and smart island display racks.

Following closely on the heels of the first newspaper announcements, the company will distribute Standard Penn through its dealers in new distinctive packages. Standard Oil's package-designing has been receiving wide-spread national recognition and has won many competitive prizes. The distinguished label developed for Standard Penn should be an outstanding sales asset.

Log Kept for 35 Years

STEUBENVILLE, Ohio. (U.P.)—Charles R. Wells, coroner of Jefferson County, has kept a log for 35 years. He can tell you on a moment's notice the weather for each day during that time and of any important events that may have taken place.

MARRIED WOMEN

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POST TOASTIES or
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FRESH RANCH
EGGS Small 19c
Dozen

GOLDEN BEAR—1000 Sheets
Toilet Paper 3 for 10c

GOLDEN STATE
Butter . . lb. 31c

Jell-A-Teen 3 pkg 11c

STEER BEEF
Pot Roast lb. 12½c

STEER BEEF
Boil Beef . . lb. 8c

FLANK
Steaks . . lb. 18c

JEWELL
Shortening lb. 15c

WISCONSIN LONG HORN
Cheese . . lb. 19c

KLONDIKE
Watermelon lb. 1c

SOLID—RIPE LUG, 35c
Tomatoes 3 lbs. 5c

NEW
Potatoes 10 lbs. 10c
(30c A Lug)

FANCY
Celery . . 5 for 5c

SWEET—LARGE
Grapefruit 5 for 10c